



# Marketing Associate

January 10, 2019

**Position Title: Marketing Associate/Confidential Non-Exempt**

**Department: Administration**

**Pay Rate: \$22.03 per hour, 20 hours a week**

**Immediate Supervisor: Library Director**

**Position Summary:** The Marketing Associate works to increase the library's visibility within the community and increase awareness of the library as a community resource. Under minimal supervision of the Library Director, the Marketing Associate develops and coordinates production of promotional material including the library newsletter, posters, flyers, brochures, website content and social media content.

**Education:** Bachelor's degree in marketing, communications or a related field required. Experience in community relations, public relations or marketing required.

At the sole discretion of the Library Director, any combination of education and experience that would likely provide the required knowledge and abilities is qualifying.

**Responsibilities:** (not all-inclusive) all of the duties listed below are essential job functions for which reasonable accommodations will be made. All job requirements listed indicate the minimum level knowledge, skills and/or ability deemed necessary to perform the job proficiently. This job description is not to be construed as an exhaustive statement of duties, responsibilities or requirements. Employees may be required to perform any other job-related duties as requested by their supervisor subject to reasonable accommodations.

## **Essential Functions:**

- Plan, implement, evaluate, and coordinate public relations and marketing activities across the library system.
- Direct the development and production of marketing materials, including but not limited to print and digital newsletters, posters, bookmarks, brochures, website content, and social media content.
- Develop and maintain uniform branding practices across all communications.
- Actively seek opportunities to promote the library to the community, implement and evaluate outcomes.
- Conduct presentations within and outside the library promoting the use of library materials and services.
- Develop and maintain active, positive relationships with local media.
- Exhibit integrity and the ability to maintain the confidentiality of library information.
- Establish and maintain effective working relationships with superiors, subordinates, associates, officials of other agencies, and the public.
- Perform other duties as required.

## **Minimum Qualifications:**

- Skilled in writing for promotion and planning.
- Skilled in public speaking.
- Skilled in desktop publishing and graphic design.
- Demonstrate knowledge of business etiquette skills.
- Excellent time management skill and the ability to organize work and produce quality output while meeting deadlines.

- Excellent verbal and written communication skills and the ability to follow oral and written instructions.
- Ability to deal tactfully with personnel, visitors, vendors, government agencies/personnel, and the public.
- Ability to concentrate on a task despite frequent distractions.
- Demonstrate independent judgments sufficient to organize work efficiently, set effective priorities, make sound choices and work independently.
- Demonstrate dependability and punctuality.
- Ability to operate various office equipment machines including information management tools (Windows applications, database, etc.) as well as how to troubleshoot the equipment.
- Demonstrate a high level of attention to detail.
- Ability to work in a team environment
- Ability to think analytically and develop new or revised procedures and workflow.
- Ability to adapt to changing situations.

**Specific Requirements:**

- Skill with desktop publishing and graphic design software
- Possesses thorough understanding of branding principles and tactics through multimedia including the Internet.
- Possesses experience in all aspects of developing and maintaining marketing strategies to meet organizational objectives.
- Demonstrates good photography skills with a general knowledge of current techniques, principles and equipment.
- Knowledge of and interest in modern principles and practices of marketing, public relations and publicity for libraries.
- After a reasonable orientation period, possess a thorough understanding of the Library's policies and procedures and endorse the FCDL's philosophy of public library service.
- Exhibit adherence to all personnel policies and procedures as established by the Board and library administration and provided for in the Union contract.
- Possess knowledge of the basic elements of library operation and the ability to apply such knowledge to job duties.
- Is subject to work beyond normal working hours, evenings, weekends and holidays when necessary.

**Working Conditions**

- Due to direct access to Library credit card and possession of building master key, is subject to criminal and credit background checks.
- Valid Ohio driver's license required.

**APPLICATION PROCEDURE:** Submit resume and three business references to the Fairfield County District Library c/o Becky Schaade, Library Director, 219 N. Broad Street, Lancaster, Ohio 43130 or by email to [bschaade@fcdlibrary.org](mailto:bschaade@fcdlibrary.org).